

Job Description

MiDAS Transformation Lead

Purpose of the role

MiDAS is the Minibus Driver Awareness Scheme, it is a well-respected and recognised, leading training scheme for drivers and passenger assistants which has been running for 25 years. The original programme was developed by Hampshire County Council (HCC) in 1994 in collaboration with the community transport sector, and the Community Transport Association (CTA) has been running it as a national programme since 1996.

Motability, the Community Transport Association and Hampshire County Council are looking for a transformation manager to support the next evolution of MiDAS. The successful applicant will be employed by Motability and work in partnership with colleagues from the Community Transport Association and Hampshire County Council to facilitate a transformation process for the training programme. Our vision for MiDAS is that it will be transformed and expanded beyond the community transport sector to become the leading platform for accessibility and disability awareness training across the transport sector as a whole. We believe this will not only improve standards for disabled passengers across transport, but that it will strengthen and amplify the community transport sector, developing further recognition of its unique value in providing door-to-door transport for disabled passengers and bringing additional revenue to community transport organisations to support their provision.

The successful applicant will combine business and commercial acumen, alongside experience of developing sustainable business models within the public sector, with a deep empathy for end users and their experiences. They will have a background of working with a range of organisations from different sectors, such as the commercial, local authority, and not-for profit sectors. They will have experience managing large programmes of work with multiple streams, and facilitating this work with colleagues from multiple organisations. They will also be able to work towards and understand the 'bigger picture' of transformation, and specifically systems change, while being able to immerse themselves in the details.

The successful applicant will work in partnership with colleagues from CTA (Sector Lead) and HCC (Product Lead), to manage and facilitate the transformation of the programme, reporting to the Partnership Board.

Key Accountabilities

- With the MiDAS partners, support development of strategy for transformation and drive its implementation in partnership with the Sector Lead and Product Lead, and as agreed by the Partnership Board.
- Be responsible, with the MiDAS partners, for delivering transformation programme in line with agreed vision for product and within timelines and parameters set by the Partnership Board.



- With the MiDAS partners, monitor overall transformation progress and ensure activities aligned to intended outcomes.
- Liaise with Motability's impact evaluation team and with external consultants, research and design firms and any other commissioned specialist support.
- Lead on business case development and redesign of delivery model, ensuring long-term sustainability of the model in partnership with CTA and HCC.
- Oversee user research with disabled passengers, market research, to shape product development and redesign.
- Build and maintain strong relationships and communication channels with stakeholders and the Partnership Board to ensure alignment on transformation programme.
- Ensure implementation certainty – identification of risks, assessment of options on how to mitigate risks, tracking of progress, prioritising issues.
- Where needed, facilitate Partnership Board meetings for decision making – ensuring meetings are supported by the right fact-base, that decisions and trade-offs are clearly articulated and that decisions are clearly documented and followed through to implementation.

Skills, Qualifications and Experience

Essential:

- Demonstrable business acumen, and commercial and entrepreneurial experience, especially with regard to setting up sustainable business models and leveraging different sources of funding.
- Demonstrably empathetic, capable of understanding and prioritising the needs of end users and building strong relationships across a partnership.
- Experience working with partners across multiple sectors, e.g. the commercial, local authority, and not-for-profit sectors.
- Experience in managing broad projects with multiple workstreams – capable of both facilitating and coordinating transformation.
- Naturally curious, and capable of understanding the 'bigger picture' and levers required to enable system change, while also being able to dig into the detail of a range of workstreams.
- Proactive, flexible and agile and able to navigate and help guide a complex transformation and change programme.

Desirable:

- Experience working on and developing training or education products, or training markets, especially corporate training and online and digital training.
- Understanding of the community transport sector and the challenges organisations working with and within the sector face.
- Experience of involving customers and end users in service or product design.
- Understanding of local government or transport operators as a customer base.
- Experience of working on programmes linked to disability awareness or accessibility.



Reporting line

Reports to: Head of Innovation.

Who are the partners?

Below we briefly outline the background and role of each of the MiDAS partners:

- Motability (host organisation) is a national charity, founded in 1977, with the purpose of enhancing the lives of disabled people with transportation solutions and charitable grant programmes. It is now looking to develop new and innovative programmes to benefit disabled passengers.
- Hampshire County Council initially developed MiDAS in collaboration with the sector, and continues to take a leading role in content creation, to date fully owning the IP and licensing CTA as the national delivery agent. It is also responsible for the delivery of MiDAS in Hampshire, Southampton, Portsmouth and the Isle of Wight.
- The Community Transport Association, the national membership body representing and supporting the community transport sector, is responsible for the national delivery of MiDAS and has established the required national infrastructure by investing into supply chains and materials. Alongside HCC, it has also invested in product development, drawing on its knowledge of sector needs and aligning with its other support and services for the sector.

Location and any travel factors:

- The role will work on a blended approach of both office (Harlow) and home working, with some possible travel to meet with partners in Hampshire and Manchester.